

**Family and Children's Trust Fund (FACT) Board of Trustees
December 2014 DRAFT Meeting Minutes**

Members Attending

Candace Bryan Abbey
Anne Atkinson
Frank Blechman
Betty Wade Coyle
Pam Kennedy
Judy Kurtz
Andria McClellan
John Oliver
Mary Riley
Margaret Schultze (12/3/14 only)
Lisa Specter-Dunaway
Yasmine Taeb

Members Not Attending

Dawn Chillon
Robin Foreman-Wheeler
Kevin Keane
Kay Kovacs

Also attending

Hayley Mathews, FACT
Rebecca Hjelm, FACT
Michelle L'Hommedieu, Office of the Attorney General
Carl Ayers, VDSS (12/2/14 only)

December 2, 2014

Call to Order, Review of Agenda & Mission Moment

Chairman Specter-Dunaway called the meeting to order at 10:10 AM. She reviewed the agenda and no revisions were made. Ms. Specter-Dunaway informed the Board of the resignation of James Isaac, whose acceptance of a leadership position in his local community prevented his ability to continue to serve as a Trustee. She also announced that Candace Bryan Abbey and Yasmine Taeb were appointed in October. With these appointments, the FACT Board is now fully staffed. Those in attendance introduced themselves.

Ms. Specter-Dunaway announced that the next Board meeting would be held in Richmond on March 3rd and 4th rather than in Virginia Beach on March 10th and 11th, as originally planned. The Mission Moment featured a video of Lisette Johnson from Richmond who was one of six women whose stories were highlighted in a series on domestic violence done by the Huffington Post.

Approval of Minutes

Secretary Atkinson presented the September 2014 minutes. One minor spelling correction was made, and ON MOTION DULY MADE (Mr. Blechman) and seconded (Ms. Coyle) the September 2014 Board minutes as amended. Motion carried with all in favor.

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Treasurer's Report

Chairman Specter-Dunaway explained that Mr. Oliver had requested another Board member be identified to serve as Treasurer and that Ms. Riley had agreed to do so. ON MOTION DULY MADE (Ms. Kennedy) and seconded (Ms. McClellan), Ms. Riley was elected Treasurer with all voting in favor.

Ms. Riley reported that Mr. John Sanderson, CPA and Fiduciary Accountant with McGuire Woods, would not be making a presentation on financial matters on the agenda for this afternoon due to a scheduling conflict.

Final audit statements for both FY12 and FY13, which were reviewed in detail during the September 2014, meeting were distributed. It was reported that work on the FY14 audit has already begun and final audit statements should be available for the March 2014 meeting. Profit and loss statements and a balance sheet was reviewed through September 30th due to the delay in the monthly Local Government Investment Pool statements that are sent by the Department of Treasury to FACT. ON MOTION DULY MADE (Ms. Kennedy) and seconded (Mr. Kurtz), the report of the Treasurer was accepted.

FACT Chair Report

Conflict of Economic Interest Filing: Chairman Specter-Dunaway reminded members to complete the annual Conflict of Interest filing before the December 15, 2014 deadline. The form is available for completion online and members should have received an automated e-mail from VDSS' Human Resources staff on November 26th.

Did

Site Visits: Members were asked to make time to visit at least one grantee during the fiscal year as part of the Board's work plan. It was noted these are good-will site visits, as Ms. Mathews is responsible for ongoing compliance monitoring during the grant cycle. A sign-up sheet was circulated to allow members to identify grantee(s) they would be willing to visit. Ms. Mathews will coordinate the scheduling of the visits.

VDSS Division of Family Services Update

Following an introduction by Ms. Specter-Dunaway, Director Carl Ayers delivered a presentation that focused on division activities related to achieving safety, permanency, and well-being for Virginia's children. Specific permanency efforts and activities were described as was legislation proposed by VDSS for the 2015 Session of the General Assembly.

Continuation of the FACT Chair Report

Following lunch, Ms. Specter-Dunaway continued the Chairman's report.

2015 Child Welfare Certificate of Appreciation Awards

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Background information about the awards program was provided by Ms. Mathews. This will be the third year that the FACT Board is making the awards, which will be presented at the statewide Child Abuse Prevention Conference in April. Ms. Coyle, Ms. Foreman-Wheeler, and Ms. Riley will be serving on the selection committee. Ms. Mathews distributed the Request for Nominations announcement and noted an enhancement that allows teams as well as individuals to be recognized for exceptional work. The plan is for the announcement to be released before the end of December with a February 20th deadline for nominations. The announcement is being sent to all child welfare and FACT networks and will be posted on FACT's website. Trustees were encouraged to use their own social media to expand the recipients. Following discussion of plans regarding who would present the awards, members recommended the request to present be sent first to the Governor, then the Lt. Governor, then the First Lady and that the possibility be explored of having the award recipients announced via a Governor's press release. Ms. Mathews serves on the conference planning committee.

Annual Board Survey Results

A summary of results of the Annual Board Survey was distributed and reviewed. Ms. Mathews encouraged members to pay particular attention to narrative responses and implications for the FACT marketing and advocacy efforts.

National Alliance Membership Meeting Report

Ms. Mathews reported on her attendance at the National Alliance for Children's Trust and Prevention Funds meeting in Oklahoma City in November 2014. The Alliance serves as the national network of Children's Trust Funds (CTF) and has grown over the years to expand its work to include engagement in national child abuse issues, research, and practice. Ms. Mathews reported on top sources of revenue for CTFs, types of prevention strategies being funded, and top partners of CTFs. Key Alliance resources include a Strengthening Families Protective Factors Framework Training, Community Cafes, and a Child Neglect Initiative. Each of these initiatives was described; they represent possible areas of focus for FACT. Additional information on the work of CTFs in New Hampshire and in Missouri was presented.

Committee Break Outs

The three, standing committees of FACT met in break outs from 2:15 to 4:00 PM. Committee members were asked to examine their committee's work as reflected in the work plan and to identify any additions and key steps for consideration by the entire Board the following day. Trustees were asked to give consideration to the potential impact, whether the Board has the capacity to execute the activity, and to rank order any activities identified and the action steps required to execute the

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activity. Committees that met were Child Abuse and Neglect Committee (led by Ms. Coyle), Fund Development Committee (led by Ms. McClellan), and Grants Committee (led by Ms. Riley and Ms. Specter-Dunaway).

FOIA Update

Ms. L'Hommedieu from the Office of the Attorney General distributed the handout "What Every Board Member Absolutely Has to Know about FOIA" and provided a presentation on requirements of FOIA as it relates to documents, meetings, and communications among Board members.

Recess

The Board meeting was recessed at 4:30 PM.

December 3, 2014

Meeting Reconvened

Chairman Specter-Dunaway re-convened the meeting at 8:38 AM and reviewed the day's agenda.

Website Update and Portal Demonstration

Providing background, Ms. Mathews explained that she has worked with three different web hosting services in recent years and, although the site is much improved, some additional work is required to be ready for the marketing initiative. The web hosting service has recommended use of a WordPress format that will allow FACT staff to make changes. The new website and data portal will be rolled out and go live in early January. Work with Trustee Mr. Keene and Ms. Milano of GMMB continues to ensure that the website and the marketing initiative are in sync. A demonstration of the current test data portal by Ms. Hjelm followed.

Work Plan Discussion and Committee Reports

Goal #1: Serving as data clearinghouse on family violence throughout Virginia:

Ms. Atkinson referenced the upcoming release of the FACT Report and Issue Brief that was reported as part of the previous website and data portal demonstration, noting significant changes in the Report which includes highlights from the data but is designed to drive readers to the website from which they can access their locality-specific data. Both a Guide to the FACT Report and Guide to Data are being finalized. Both resources are designed to support the transition to use of the web-based data. A 2015 FACT Issue Brief topic centering on the intersection of domestic violence and mental

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health issues was discussed. It was decided to defer a decision on topic selection until after other reports were made so that the possibility of having a core theme or focus that might be aligned with grant and marketing efforts.

Goal #2: Supporting organizations and communities and building community capacity:

Ms. Mathews reported for Ms. Foreman-Wheeler who was absent. Ms. Kurtz reported on her attendance at the Virginia Victim Assistance Network meeting. Three ad hoc requests for funding were presented. The committee did not recommend approval of the request from the Children's Trust of Roanoke because the request did not meet criteria for approval; specifically, the request did not involve a statewide effort and exceeded the \$2000 limit. The committee recommended approval of the other two requests: 1) \$2,000 to Prevent Child Abuse Virginia for their statewide conference in April 2015 and 2) \$2,000 to the Virginia Coalition for the Prevention of Elder Abuse for their statewide annual conference in May 2015.

ON MOTION DULY MADE (Ms. Kurtz) and seconded (Ms. Riley) the request from the Children's Trust of Roanoke be declined. Motion passed with Ms. Coyle abstaining and all others in favor.

ON MOTION DULY MADE (Ms. Kurtz) and seconded (Ms. Kennedy) the request from the Virginia Coalition for the Prevention of Elder Abuse was approved with all in favor.

ON MOTION DULY MADE (Ms. Kurtz) and seconded (Ms. Kennedy) the request from Prevent Child Abuse Virginia was approved with Ms. Coyle and Ms. Schultze abstaining and all others voting in favor.

Ms. Kurtz reported on preliminary thinking of the Grants Committee that is currently envisioning having three funding streams supporting 1) direct services (divided into smaller and larger grants); 2) training grants geared toward training of the field in evidence-based models while retaining the ad hoc mini-grants but attempting to secure a larger role at various conferences, beyond displays and brief announcements; and 3) a public awareness campaign with an identified focus. The feasibility of committing to multi-year grants will be explored as will possibilities of partnering at the Board level with some other entity around a common effort. A more solid proposal will be prepared for action at the March 2015 meeting.

Goal #3: Conduct comprehensive fundraising efforts to support prevention and treatment of family violence:

Reporting for the Fund Development Committee, Ms. McClellan reminded Trustees of the statutory fundraising requirement and the recommended \$500 minimum pledge. She also encouraged members to consider hosting an event at a restaurant that donates a percentage of revenues. A

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sample letter to the editor prepared by Ms. Mathews that suggests ways the public might support FACT's work was distributed, and it was suggested Board members might write such a letter or even offer to write a guest article and use locality-specific statistics with different audiences.

The Fund Development Committee proposed two large-scale fundraising tracks: a) corporate sponsorship of a statewide education/communication plan and b) legislated funding streams. Under securing corporate sponsorship for statewide education/communication, it was recommended that Preventing Child Neglect be selected as a focus topic to attract corporate sponsorship; that a communications plan be drafted; that target corporate sponsors be identified; that other allied statewide groups be engaged; the ask be made in second quarter of 2015; and the education campaign be launched by September 2015. The feasibility of having a part time communications person was also discussed. Under legislated funding streams, Ms. McClellan proposed identifying potential legislation to provide additional funding to FACT, targeting the 2016 legislative agenda, which gives committee members more time to research potential options. The committee recommended not to move forward with pursuing the establishment of an heirloom birth certificate given the review of information from other state's trust funds and a recent feasibility study conducted by the Virginia Department of Health.

Goal #4: Enhance marketing efforts to promote FACT's mission and service to the community:

Reporting for Mr. Keane who was absent, Ms. Mathews announced that Mr. Keane has asked for a meeting with the Fund Development Committee in January so that feedback can be provided prior to the March 2015 FACT Board meeting. After much discussion about how to coordinate marketing, grants, and fund development efforts, the Board decided to hold off on selecting a topic of focus for FY16 until the March Board meeting. ON MOTION DULY MADE (Mr. Blechman) and seconded (Ms. McClellan) it was moved that marketing, fundraising and grant making be moved to a fiscal year schedule and that committees bring back adjusted plans for action at the March 2015 FACT Board meeting. Motion passed with all in favor. Ms. Specter-Dunaway stated she and Ms. Mathews would strategize regarding theme development.

Child Abuse and Neglect Committee:

Ms. Coyle reported that the committee wished to have greater input into the quarterly Child Abuse and Neglect meeting agenda and that the committee would benefit from much greater citizen involvement either through having more citizens on the committee and/or through public hearings. Questions for discussion at the December 4th meeting were developed in yesterday's small group discussion. Areas of interest include knowing the status of any research on outcomes, the status of child welfare transformation efforts, CPS staff turnover and retention, and challenges that arise from informal placements.

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Commissioner's Comments

Ms. Schultze reported that there are legislative proposals under development for the regulation of non-regulated child care providers as a result of multiple child deaths in recent months. Among strategies being discussed are changes to the way children are counted in providers' homes and requiring use of a regulated provider if public dollars are subsidizing the child care. Currently there are about 450 unregulated providers receiving child care subsidy. Ms. Schultze pointed out that there are certain advantages to being regulated including access to nutrition programs. Concerns remain about whether there are enough quality child care providers, particularly in non-metropolitan areas, and about whether, as an unintended consequence of increased regulation, child care providers go further underground. ON MOTION DULY MADE (Ms. Coyle) and seconded (Ms. Kurtz) moved that the FACT Board send a letter to the Commissioner and the Governor supporting stricter regulation of child care. Motion passed with Ms. Schultze abstaining and all others voting in favor. Ms. Coyle volunteered to draft the letter.

Reporting on the Governor's comprehensive policy agenda developed by the Children's Cabinet, Ms. Schultze provided updates on five key areas:

1. Promote safe and stable living situations
2. Encourage self-sufficiency
3. Reduce child poverty
4. Address the nutritional divide
5. Increase participation in early childhood education

Related to work of the Children's Cabinet, VDSS is charged to work with the Department of Juvenile to improve the integration between both systems. Ms. Schultze also reported on the Three Branch Institute initiative focusing on behavioral health of older youth and implementation of CANS to screen children entering foster care for mental health needs. In conclusion, a video on adoption from the VDSS website was shown.

Executive Director's Report

Ms. Mathews provided a written report to Board members. In her oral presentation, she reported that all projects and grant activities are on track and that site visits for Board members will be coordinated in the next two months. She reported that when the decision not to award grants was communicated to the field, she received several positive responses that affirmed the value of other FACT work.

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Debrief and Adjourn

Chairman Specter-Dunaway asked for feedback on the Board meeting. Members agreed they wanted committee meetings in the morning rather than the afternoon. The Chairman reminded Board Buddies to follow-up with their assigned Board member within two weeks of the meeting; that the next Board meeting will be March 3rd and 4th in Richmond; and that the June 3rd meeting will be devoted to Board education, the adoption of the FY16 budgets, and the election of FY16 officers. As a concluding activity, members reported on what they intended to do in the next three months to support FACT. ON MOTION DULY MADE (Ms. Kennedy) and seconded (Ms. Kurtz) moved to adjourn the meeting. Motion carried with all in favor. The meeting was adjourned at 1:00 PM.

Respectfully submitted,

Anne J. Atkinson, Secretary